

Handout 3-2: RAFT Assignment

Instructions:

- Select a topic from the list below.
- As you write for your specific purpose and audience in the form you select, ensure you include enough details to support your opinions.
- In your final paragraph, include a suggestion or next step you would like to see your audience member take as a result of what you have said.

Role	Audience	Format	Topic
Consumer	President of company	Letter of complaint	Your experiences with the product or service provided by the company
Consumer	Friend	e-mail	warning about company, service, or product
Owner of company	Consumer	Business letter	Explanation for what your company has been doing.
Reporter or consumer advocate	Potential consumers	Blog	Product/ company of which you would like consumers to be aware
Employee	Manager	e-mail	Describing complaint received from customer that day and how you responded
Consumer Advocacy Group	Potential Consumers	Newsletter or website article	Company or product with which consumers should be careful